Training Course on Advanced User Experience (UX) Research and Design for Library Services

Professional Development Training Course Outline

Category	Library Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's rapidly evolving digital landscape, **user experience (UX)** has become paramount for organizations seeking to engage and serve their audiences effectively. This is particularly true for **library services**, which are increasingly operating in a hybrid physical and digital environment. Training Course on Advanced User Experience (UX) Research and Design for Library Services equips library professionals with the cutting-edge methodologies and practical skills needed to deeply understand their users' needs, behaviors, and motivations. By mastering advanced **user research techniques** and applying **human-centered design principles**, participants will be empowered to create intuitive, accessible, and engaging library services that foster greater user satisfaction and drive increased utilization.

This comprehensive program delves into the nuances of applying **UX methodologies** within the unique context of library settings. Participants will learn to conduct sophisticated **usability testing**, perform insightful **contextual inquiry**, and leverage **data-driven design decisions** to optimize both physical and digital library interfaces. Through hands-on exercises and real-world **case studies**, attendees will gain practical experience in translating research findings into actionable design improvements. By focusing on creating seamless and enjoyable user journeys, this course will enable library professionals to transform their services into truly user-centric experiences, ultimately enhancing the library's value and impact within the community.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Master advanced **user research methodologies** relevant to library services.
2. Conduct effective **usability testing** for digital and physical library spaces.
3. Apply **contextual inquiry techniques** to understand user behavior in real-world library settings.
4. Analyze **user data and analytics** to inform design decisions.
5. Develop **user personas and journey maps** to visualize user needs and experiences.
6. Employ **information architecture principles** for intuitive navigation and content organization.
7. Create effective **wireframes and prototypes** for testing and iteration.
8. Design **accessible library interfaces** compliant with accessibility standards.
9. Implement **user-centered design principles** to enhance library service delivery.
10. Evaluate and improve the **overall user experience** of library services.
11. Utilize **design thinking methodologies** to solve complex library challenges.
12. Apply **mobile-first design strategies** for library mobile applications and websites.
13. Measure the **return on investment (ROI) of UX improvements** in library services.

Organizational Benefits

- Increased user satisfaction and engagement with library services.
- Improved efficiency and usability of library resources and interfaces.
- Enhanced accessibility and inclusivity for all library users.
- Data-driven decision-making in the development of library services.
- Stronger alignment of library services with user needs and expectations.
- Greater staff understanding and adoption of user-centered approaches.
- Enhanced library reputation and perceived value within the community.
- Potential for increased resource utilization and service adoption.

Target Audience

1. Library Directors and Administrators
2. Reference Librarians
3. Digital Services Librarians
4. Web Developers and Designers in Libraries
5. User Experience Professionals working with Libraries
6. Information Architects in Library Settings
7. Library Technology Specialists
8. Archivists and Special Collections Staff

Course Outline

Module 1: Foundations of UX and User-Centered Design in Libraries

- Introduction to User Experience (UX) principles and their relevance to library services.
- Understanding the user-centered design (UCD) process and its application in library contexts.
- Exploring the unique challenges and opportunities of UX in physical and digital library environments.
- Ethical considerations in UX research and design within library settings.
- **Case Study:** Redesigning the website navigation of a university library based on user feedback.

Module 2: Advanced User Research Methodologies for Library Services

- In-depth exploration of qualitative research methods: interviews, focus groups, and surveys.
- Applying quantitative research techniques: data analysis, A/B testing, and analytics for libraries.
- Mastering observational techniques: contextual inquiry and ethnographic studies in library spaces.
- Understanding and utilizing various user research tools and technologies relevant to libraries.
- **Case Study:** Conducting a contextual inquiry study to understand student information-seeking behavior in a public library.

Module 3: Creating User Personas and Journey Maps for Library Users

- Developing detailed user personas based on research data and library user segments.
- Mapping user journeys to visualize user interactions and pain points within library services.
- Utilizing personas and journey maps to inform design decisions and prioritize user needs.
- Collaborative techniques for creating and utilizing personas and journey maps with library staff.
- **Case Study:** Developing user personas for different patron groups of a special collections library to improve service offerings.

Module 4: Information Architecture and Content Strategy for Libraries

- Principles of effective information architecture for organizing library websites and digital resources.
- Developing clear and consistent navigation systems for physical and digital library spaces.
- Strategies for creating user-friendly and accessible library content.
- Applying metadata and taxonomy best practices to enhance content discoverability.
- **Case Study:** Restructuring the information architecture of a library website to improve findability of online resources.

Module 5: Wireframing and Prototyping for Library Interfaces

- Creating low-fidelity wireframes to visualize layout and functionality of library interfaces.
- Developing interactive prototypes to test user flows and gather feedback.
- Utilizing various wireframing and prototyping tools relevant to library design.
- Iterative design processes based on user testing and feedback on prototypes.
- **Case Study:** Prototyping a new interface for a library's online catalog to improve search functionality.

Module 6: Usability Testing and Evaluation of Library Services

- Planning and conducting effective usability testing sessions for digital and physical library services.
- Analyzing and interpreting usability testing data to identify user issues and areas for improvement.
- Utilizing various usability testing methodologies and tools relevant to libraries.
- Reporting and communicating usability findings to stakeholders and design teams.
- **Case Study:** Conducting remote usability testing of a library's mobile application to identify navigation challenges.

Module 7: Accessibility and Inclusive Design for Library Services

- Understanding accessibility standards and guidelines (e.g., WCAG) for library websites and digital content.
- Designing inclusive library spaces and services for users with diverse needs and abilities.
- Implementing accessible design principles in library interfaces and resources.
- Utilizing assistive technologies and understanding their role in library accessibility.
- **Case Study:** Redesigning a library's website to meet WCAG 2.1 Level AA accessibility standards.

Module 8: Measuring the Impact and ROI of UX in Library Services

- Identifying key performance indicators (KPIs) to measure the success of UX improvements in libraries.
- Utilizing analytics tools to track user behavior and measure the impact of design changes.
- Calculating the return on investment (ROI) of UX initiatives in library settings.
- Communicating the value of UX to library stakeholders and decision-makers.
- **Case Study:** Demonstrating the positive impact of a website redesign on user engagement and resource utilization in a public library.

Training Methodology

- Interactive lectures and discussions
- Hands-on workshops and exercises
- Group activities and collaborative projects
- Real-world case study analysis
- Individual and group feedback sessions
- Use of relevant UX tools and software
- Guest speakers (optional, depending on course length)
- Online resources and supplementary materials

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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